

## 1 Feature Definitions

Feature Name	Data Type	Valid Values	Description
company_name	Text	Company legal name	Official company name for identification
industry_type	Categorical	See Section 3	Sector classification (One-Hot encoded)
business_type	Binary	0 = B2B, 1 = B2C	Business model indicator
has_esg_content	Binary	0 = No, 1 = Yes	Presence of sustainability reports/pages
employee_count	Integer	Positive number	Total employee headcount
is_publicly_traded	Binary	0 = Private, 1 = Public	Stock market listing status
years_active	Integer	Positive number	Years since company establishment
is_subsidary	Binary	0 = Independent, 1 = Subsidiary	Global entity affiliation
un_global_compact	Binary	0 = No, 1 = Signatory	UN Global Compact participation
TARGET_LABEL	Ordinal	1, 2, 3, 4, or 5	Philanthropy score

## 2 Reason to Include & Interpretation

industry_type	<b>Affinity (Uygunluk).</b> Sektör, şirketin bağış motivasyonunu belirler. Perakende halkla ilişkiler için...
business_type	<b>Propensity (Eğilim).</b> B2C firmalar marka görünürlüğüne ihtiyaç duyar; logolarının görünmesi için bağış yapmaya daha isteklidirler.
has_esg_content	<b>Intent (Niyet).</b> Parası olup niyeti olmayı ayıklar. Sürdürülebilirlik raporu yayınlamak bir maliyettir; bu maliyete katlanan firma bağış bütçesine de sahiptir.
employee_count	<b>Capacity (Kapasite).</b> Ciro bilgisi genellikle gizlidir. Çalışan sayısı, cironun en güçlü ve bulunabilir vekilidir (proxy).
is_publicly_traded	<b>Transparency (Şeffaflık).</b> Halka açık şirketlerin hesap verebilirliği yüksektir ve bütçeleri daha disiplinlidir.
years_active	<b>Stability (İstikrar).</b> Start-up'lar nakit yakar, bağış yapmaz. Köklü şirketlerin kurumsal kültüründe bağış alışkanlığı oturmuştur.
is_subsidary	<b>Global Mandate.</b> Global bir devin parçasıysa (Örn: Toyota Türkiye), globalden gelen "Sosyal Sorumluluk bütçesi" veya zorunluluğu olabilir.
un_global_compact	<b>Proven Commitment.</b> Bu imzayı atan şirketler, bağış yapmayı uluslararası bir söz olarak vermiştir.

### 3 Industry Type Classification

#### ⚠ Critical Feature

Industry classification is one of the **highest importance** features. It directly influences the model's ability to predict philanthropic motivation. Choose the most specific applicable category.

#### 3.1 Primary Industry Categories

Code	Industry Category	Philanthropic Tendency
RETAIL_CONSUMER	Retail & Consumer Goods	High
PHARMA_HEALTH	Pharmaceuticals & Healthcare	High
ENERGY_UTILITIES	Energy & Utilities	High
FINANCE_INSURANCE	Financial Services & Insurance	Medium-High
TECH_TELECOM	Technology & Telecommunications	Medium-High
MANUFACTURING	Manufacturing & Industrial	Medium
SERVICES_OTHER	Professional Services & Other	Variable

#### 3.2 Industry Selection Guidelines

##### 💡 Selection Tips

- **RETAIL\_CONSUMER**: Supermarkets, FMCG brands, apparel, food & beverage
- **PHARMA\_HEALTH**: Pharmaceutical companies, hospitals, medical devices, biotech
- **ENERGY\_UTILITIES**: Oil & gas, renewable energy, electricity providers
- **FINANCE\_INSURANCE**: Banks, insurance companies, asset managers, fintech
- **TECH\_TELECOM**: Software, hardware, telecommunications, digital platforms
- **MANUFACTURING**: Automotive, chemicals, construction materials, machinery
- **SERVICES\_OTHER**: Consulting, logistics, education, hospitality, real estate

## 4 Where to Find Information

### Data Source Hierarchy

Always prioritize **official company sources** over third-party databases. When data conflicts exist, use the most recent available information. You may also use LLMs, in the condition of checking the correctness of the data obtained.

### 4.1 Company Website (Primary Source)

#### 1. About Us / Hakkımızda Page

- Find company founding year, then do calculation for active years. → **years\_active**
- Business model description → **business\_type**
- Parent company information → **is\_subsidiary**
- **Bu bilgileri LLMler ile de kolayca bulabiliriz**

#### 2. Sustainability / ESG Section

- Look for: “Sustainability Report”, “ESG Report”, “CSR Report”
- Check footer for sustainability links → **has\_esg\_content**

#### 3. Employee Count / Publicly Traded

- Annual reports contain employee counts → **employee\_count**
- Stock information → **is\_publicly\_traded**
- **Bu bilgileri LLMler ile de kolayca bulabiliriz**

### 4.2 Financial Databases

Source	URL	Information Available
Bloomberg Terminal	Bloomberg.com	Employee count, revenue, public status
Reuters Eikon	Refinitiv.com	Financial data, company profiles
Yahoo Finance	finance.yahoo.com	Stock prices, basic company info
KAP (Turkey)	kap.org.tr	Turkish public company disclosures
BIST (Turkey)	borsaistanbul.com	Listed companies in Turkey
Crunchbase	crunchbase.com	Startup data, funding, employee estimates

### 4.3 UN Global Compact Verification

1. Visit [UN Global Compact Participants](#)
2. Select the Country to check whether the company is a participant or not.
3. Check parent company if the local entity is not listed. If the parent company is a participant, the local entity is also a participant.

## 5 Data Quality Checklist

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Before submitting your collected data, verify:

- ☐ All required fields are filled (no blank cells)
- ☐ Binary fields contain only 0 or 1
- ☐ `industry_type` uses exact category codes from Section 2
- ☐ `years_active` is calculated correctly (Founding year – current year)
- ☐ `employee_count` is a positive integer
- ☐ No duplicate company entries
- ☐ Note that the inconsistency within the `target_labels` (since they differ from cancer society to other) will be preprocessed by the model trainer beforehand. Therefore it is advised for the research team to not standardize this column.